

Youth Bicycle Safety Education and Enforcement “Bike Sense”



Rolf Eisinger
Louisville, KY
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Lance Armstrong



Rolf



Background

Cycling

Masters in Public Health

Bicycle and Pedestrian Coordinator in Public Works

Do we have any **teachers** in the room?



What about Law Enforcement?



And Bike and Pedestrian Coordinators?
Or local bike advocates?



Learning objectives include:

- How to **gain support** and buy in from the local school district for a bicycle education program
- How to **expand the program** to the municipal summer camp program
- How to **integrate** a youth bicycle enforcement aspect with the local Police Department.



Project Template



BIKE & PEDESTRIAN Project Operational Plan Template and Explanation



1. PROJECT TITLE <input type="text"/>	2. IMPLEMENTATION LEAD AND PARTNERS <input type="text"/>
3. FUNDING SOURCE <input type="text"/>	4. TOTAL BUDGET <input type="text"/>
5. PROJECT GOAL OR OBJECTIVE THAT RELATES TO THE BIKE MASTER PLAN <input type="text"/>	
6. PROJECT DESCRIPTION <input type="text"/>	
7. TARGET AUDIENCE <input type="text"/>	
8. PROJECT SMART OBJECTIVES <input type="text"/>	
9. EFFORTS TO DATE <input type="text"/>	
10. EVIDENCE OF SUPPORT (Has this been done before? If so, where and how well did it turn out?) <input type="text"/>	
11. EVALUATION PLAN <input type="text"/>	

Complete the attached implementation schedule, budget and network list.

How to get started

3.7 Increase school-specific bicycle programs

D. Develop a strong safety education program that includes videos for kids, mandatory street-crossing education and bicycle education programs as part of the physical education/practical living curriculum.



Program Description

What is it?

A program that teaches youth how to bike safely to their destinations

Why is it important?

Health/wellness

Sense of Independence

What else?



Target Audience

Who are they: 3rd-5th Graders

Where to find them?



Stakeholders

Your target audience may help determine your stakeholders

- Local Schools
- Summer Park and Recreation Programs
- Local Bicycle Clubs/ Advocacy Groups
 - Adult –Louisville Bicycle Club
 - Youth- Red Zone Cycling Team
 - Bicycling for Louisville



Planning Process

Evidence Based Research

Figure out what has worked in other communities

Efforts to Date:

Determine if there are similar efforts already occurring in your community.



Planning Process

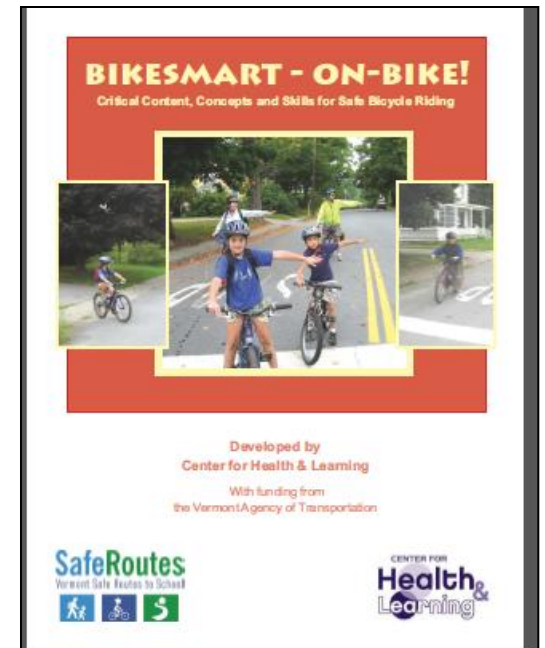
Curriculum:

- BikeSmart – On – Bike!- Center for Health and Learning
- SafeCyclist Curriculum- Bike Texas
- Bicycling 1,2,3 -League of American Bicyclists
- Others?

Evaluation:

Written and observed

<http://www.healthandlearning.org/new.html>



Planning Process

Equipment need for the BikeSmart – On – Bike! Curriculum

Bikes

How many bikes do you need?

10 have worked well with a class of 30.

What size bike works the best?

20 inch bikes work well for 3rd and 4th graders

24 inch bikes work well for 4th and 5th graders

What type of bike works the best?

20 inch bike

Single speed

Coast brake

Rear hand brake

24 inch bike

7 speed

Front and rear hand brakes



Kick stand are a must, but do **not** always come standard

Planning Process

Equipment need for the BikeSmart – On – Bike! Curriculum

Helmets and Hair nets

How many helmets do you need?

Every kids should have a helmet

What size helmets do you need?

Small 7

Medium 20

Large 10

Xlarge 7



Helmets R Us \$6.45

Colors are important, why?

Hairnets are important:

Ziplock bags with the child's name on them work well for storage.

Planning Process

Equipment

Bicycle Floor Pump



Allen Wrenches



Tire Levers



Spare Bicycle Tubes



Pedal Wrench



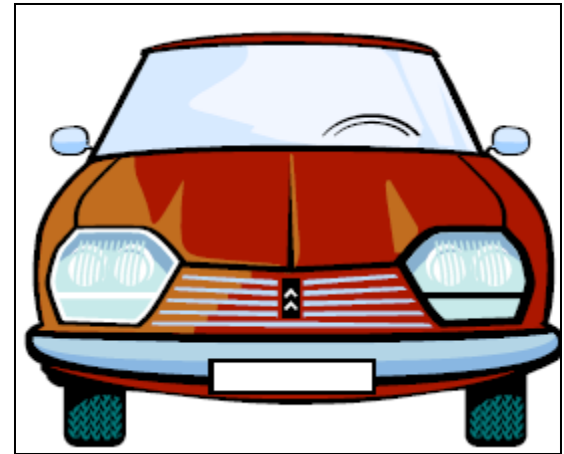
Planning Process

Extra Props

Cones

Street sign cut outs

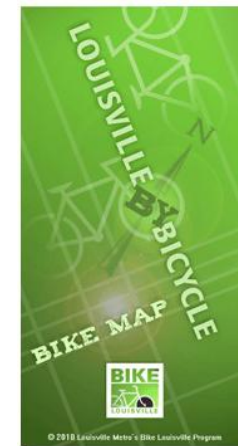
Car cut outs



Rainy Day Props

Printed Bike Map

Sharing the Road DVD





Planning Process

Budget

Summer Bike Sense Budget 2012

Summer Bike Sense Budget 2012		
Project Elements	Quantity	Estimated Budget
Equipment: Traffic Signs (set of 6) and cones (25)	1	\$50.00
Equipment: Bicycle Maintenance Equipment (Bicycle Pump, Spare Bicycle Tubes, Allen Wrenches, Pedal Wrench and Basic Bicycle Repair Kit)	1	\$120.00
Helmets (\$6.95 per helmet)	44	\$284
Bikes (\$175 per bike)	10	\$1,750
Total Cost		\$2,204

Planning Process

Funding Sources

Federal / National Grants

- Safe Routes to School (STRS)
- Congestion Mitigation and Air Quality (CMAQ)
- Center for Disease Control (CDC)
- Robert Wood Johnson Foundation (RWJF)

State

- Urban Transportation Funding
- Sharing the Road license plates
- State Health and Preventive Service

Local

- Council General Funds
- Private donor
- Local School system

Planning Process

SMART Objectives

Specific
Measureable
Achievable
Relevant
Time Framed

Examples:

By June 2011, three Youth Cycling Safety Programs will be implemented in the Jefferson County Public School System.

Increase safe biking behaviors around schools and among students by 80% by the end of each Summer Youth Cycling Safety Program.

Bike Sense

NO CONTEST.

Red means stop. Green means go. The rules are the same for everyone – motorists and cyclists. When you're on your bike, don't blow past stop lights and stop signs. It takes the average car nearly 90 feet to stop when going just 25 miles an hour. And in a contest with a 2 ton vehicle, you'll lose every time.

Pretty simple stuff. Very smart moves. Just use your...

STREETSENSE
SMART MOVES. SAFER STREETS.

An important community message brought to you by:
Mayor's Healthy Hometown Movement, TARC,
Step Up, Louisville! Task Force, Bike Louisville

For pedestrian & bike safety...
louisvilleky.gov/StreetSense

Implementing the Program

Fall 2010 was our target start date

Lucky break- Indian Trail Elementary School



Red Zone Youth Cycling Team



Shelby and his Bike Shop

Make Graduation Day a Big Deal



Implementing the Program

Spring 2011

After School Programs at two other schools



The Human Insurance Company volunteered their employees time to help

Implementing the Program

How to get started on the first and second days

Evaluations

Introductions

Light, Bright and Tight

ABC Quick Check

Helmet fitting (save for last)

Determine who can ride



Questions So Far?



Bike Sense Expands into the Summer



Summer Camps



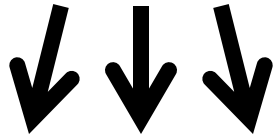
Bike Sense Cops for Kids

Summer Bike Sense

1 Adult Program Manager



3-5 Youth Staff



10-20 Campers

3 Community Centers
(120 Campers total)



Train the Trainers



-Classroom Management- Wall Sits



Summer Camp Field Day



Summer Camp Field Day





Riding to the
Field Day

Bike Sense Cops for Kids



The Plan





Bike Sense
Bicycle Education Check-Up



Date: _____ Age: _____

Name: _____

Neighborhood (Officers please circle):

California Community Center
Cyril Allgeier Community Center
Portland Community Center

Reason for stop (Officers please circle):

- Y N Stopping at stop sign
- Y N Safe bicycling through intersections
- Y N Wearing a bicycle helmet (properly)
- Y N Smooth starting and stopping
- Y N Demonstrates safe bicycle behavior
- Y N Darting into traffic
- Y N Use of proper hand signals

Y N Needs further bicycle education

If further bicycle education is needed, please redeem this warning at the specified location below. Dates and times are listed. This warning will allow you attend a one weeklong bicycle education program for FREE.

Class Locations and Dates (Officers please circle):

June 27th - July 1st California Community Center
Monday - Friday 1600 W St Catherine St

July 5th - July 8th Cyril Allgeier Community Center
Tuesday - Friday 4101 Cadillac Court

July 18th - July 22nd Portland Community Center
Monday - Friday 640 N 27th St

Class Times (Officers please circle):

Ages 6-8	9:10 - 9:50 am
Ages 9-10	10:00 - 10:40 am
Ages 11-12	10:50 - 11:30 am

Education Checklist

1. Reason for stop

2. Needs further bicycle education

3. Location/time for Bike Sense

Best time to patrol and best age to target
Morning 8:30-10:30 am
Below age twelve



Lessons Learned

- Don't focus so much on the enforcement part
- Provide a two hour training to your officers
 - How to approach a kid
 - How to hand out the Education Checklist
 - Hand out bike helmets or fun stickers
 - Make sure they know what the program is about
- Have **fun** with the community!!!

Minneapolis- Bike Cops for Kids



Check out their Facebook Page



Fall 2011
Expanding Bike Sense

Fall 2011

2,000 3rd-5th graders completed the 5 session Bike Sense Program

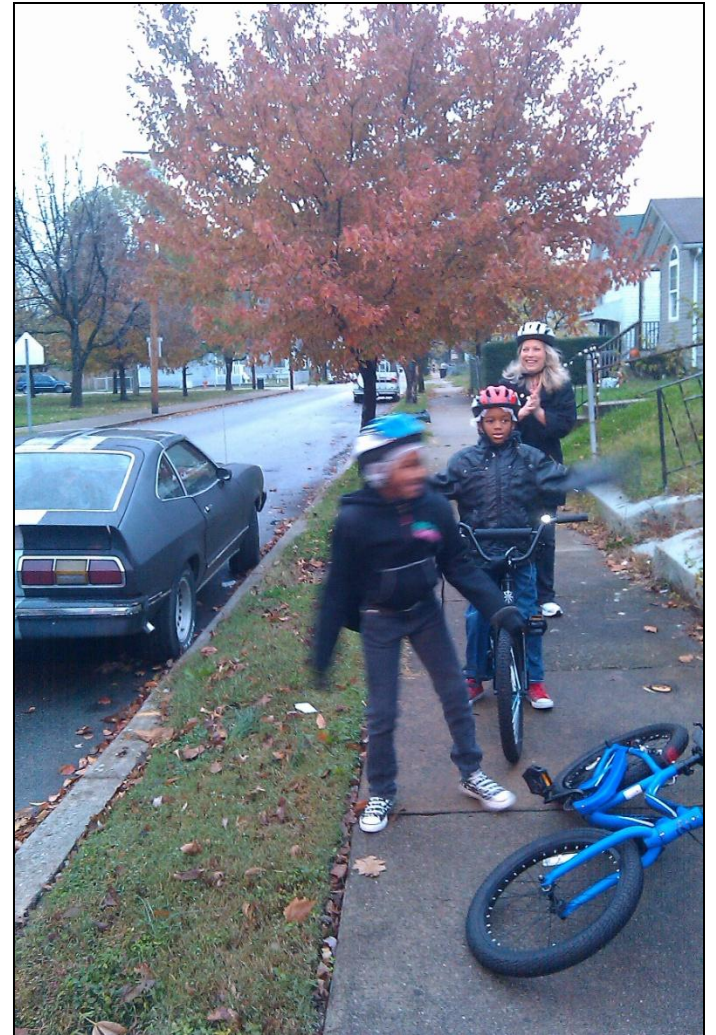


Louisville's first after school Bike Club



Louisville's first Biking School Bus

Biking School Bus



2012

1. Continue to expand to the program to reach 12% of Jefferson County Public School System
2. Reach all eleven Community Center Summer Camps
 - a) Include an advanced cyclocross camp
 - b) Start up a Saturday morning bike ride for youth from at least one community center
3. Expand the Bike Sense Cops for Kids program to reach all eleven communities



Other Opportunities

- Adopt Bike Education as part of Louisville's physical education curriculum
- Create a written bike education curriculum which includes the enforcement piece

http://www.louisvilleky.gov/BikeLouisville/IWantTo/Youth_Bicycle_Education_Bike_Sense/Bike_Sense.htm

- University of Louisville's Department of Education Summer Internship program



Future

- Reach 100% of Jefferson County Public Elementary Schools
- Start up a Middle Cross Program
- Start up a high school Votect bike maintenance program



Thank you
Questions?



Rolf Eisinger

Rolf.Eisinger@louisvilleky.gov

<http://www.youtube.com/user/jcpsweb#p/search/1/WnRJGO29HP8>

